



YOUNG PEOPLE'S SOCIALIZATION AND IDENTITY CONSTRUCTION PROCESSES IN SOCIAL NETWORK SITES: THE CASE OF FACEBOOK

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Purpose of Research

- It's purpose is to determine the practical use of Facebook among young people aged 15-24 living in Eskişehir .

The Importance of Research

- ✓ The subject has not been addressed from a broader perspective in the context of everyday life, family and friends in the studies ever carried out on social networks in Turkey.
- ✓ In addition, findings obtained as a result of research can be used to contribute in the achievement of policies regarding minimizing the risks that young people may encounter while using social networks.



Anchored relationships (Zhao, 2006; Zhao, 2008) refer to social relationships formed with identities which are not (or cannot be) completely anonymous in the online world.

Immobilized socialization (Bakardjieva, 2003) refers to social relationships which have been developed in online and/or moved to online.

Research method

- Descriptive and cross-sectional study
- Questionnaires, semi-structured interviews, observations and profile analysis
- 402 questionnaires
- 9 semi-structured interviews (7 face to face and 2 online)
- 8 profile analysis
- Frequency and percentage distributions, Chi-square, Mann-Whitney and Spearman's Correlation

Limitations of the Research

- It is limited to young Facebook users between the ages of 15-24 who live in the central district of Eskişehir
- The data obtained from the research is limited to time period during which they have been carried out.
- Every kind of content produced by the young people on Facebook has not been analysed by copying.

Findings

Interview: 9 people (seven of them are face-to-face and two online)

Gender: 5 Female, 4 Male.

Marital status: All single except one female

Questionnaire 402 people

Gender: 197 Female, 205 Male.

Age: 183 people (45.5%) are between the age of 15-19; 219 people (54.5%) are among 20-24.

Marital status: 398 single (99%), 4 married (1%).

Education: 45.75% university students, 30.25% high school students. 11% high school, and 9.25% are university graduates. And 1% are literate without a diploma and primary school graduates.

Employment status: 80% students, 15% of employees and 5% are unemployed.

Monthly family income: 38.6% of the 10,001 to 2,000, 27.6% from 2001 to 3000, 1000 TL and below, 18.3%, 15.5% and above 3001 TL

Practices of Internet and Facebook usage

Allocated time for social networks from time spent on the Internet: 43% "a great part", and 26.5% "half-time", 17.8% "all time", 6.5% "less than half", 6.3% "a very little portion".

When they use the Internet, the first site that they connect: 50.3% Facebook.

The most active use of social media applications: 75.7% Facebook, 11.8% Twitter, 8.9% YouTube

81% of them are Facebook users since 4 years or more.



During the day, the time spent on Facebook: 63.6% «1-4 hours»,
16.4% «more than 5 hours», 20% «Less than 1 hour».

How many times the Facebook is visited during the day:
40.5% more than 5 every day.

“What does Facebook mean to you?”

Sampling overall:

- Means of communication
- Means of entertainment
- Sharing area
- Leisure activity
- Socializing tool

“What does Facebook mean to you?”

15-19 years:

- **It is an environment where I express my personal beliefs and ideas**
- **A part of my daily life**
- **Meeting new people**
- **Socializing**

Male users:

- **Means of meeting new people**

Socialization and Identity Creating Processes

-Immobilized Socialization Patterns-

New online relationships

Have you ever got in contact with someone whom you do not know in Facebook? Yes: 67.4%

Female 61.5%

Male 73%

After becoming friends on Facebook, are there any of those with whom you have met or made friends in real life? Yes 56.5%

Female 46.4%

Male 66.2%

Socialization and Identity Creating Processes

-Immobilized Socialization Patterns-

➤ The case of contacting people on Facebook with whom often met in real life: **Yes 96.3%**

No 3.7%

Regarding who is selected as a friend on Facebook

My real life friends (36.9%),

My relatives (29%),

The ones that I do not know directly but i want to meet (22.8%),

The ones that I know but not I am not sincere with (11.3)

Socialization and Identity Creating Processes

-Immobilized Socialization Patterns-

The number of friends on Facebook of respondents : “150 or less” 10%

“151 and 450” 40.3%

“451 and more” 49.1%

As the age increases, the number of friends decrease ($r=-0.272$, $p<.01$).

As the age increases, not the number but the quality of friends come forward.

Socialization and Identity Creating Processes

-Personal information and likings shared on the profile-

- It has been seen that information regarding relationship status, gender interested, e-mail, phone number and address details and religious belief, political opinion and favourite lyrics are observed to be shared more by male users compared to female users, and by lower age groups than the upper age groups.

Socialization and Identity Creating Processes

-The effect on *anchored relationships* and hierarchical pressure on performances-

- **The case of becoming friends with family members on Facebook:** 78.6% female-63.5% male
- ***The influence of family members who are added on Facebook on Sharings / Comments:*** No 66.5%
 - Even though it has not been observed a significant difference regarding gender ($\chi^2_{(1)}=3.571$ p.059>.05) and age ($\chi^2_{(1)}=2.801$, p.094>.05), because of the family members added on Facebook, the female users are more than male users, and the users between the age of 15-19 are more than the users between the age of 20-24 in terms of their sharing and comments affected.



The Conclusion

- The socializing practices have evolved
- Identification of strategies are built differently
- The transitions are fast between online and offline worlds



Thank you for listening